

## **2017 Early Childhood Advocacy Day**

In planning for Early Childhood Advocacy Day on Wednesday, May 10, 2017, the following committees have been created to help organize the work and develop an agenda for a fulfilling day of connecting with one another and elected officials on behalf of the infants, children and families of Delaware.

### **Communications**

Strategic, coordinated communication will be the key to distributing a unified, consistent message as an early learning community. The work of this committee will include developing a communication plan and timeline, including sharing and promoting the event details, securing articles or press releases with various state and local media, newsletters, and on social media platforms leading up to advocacy day. This committee will also be responsible for organizing video, photography, or media coverage on advocacy day.

### **Rally**

The work of this committee will include developing a schedule for the rally on advocacy day and managing all related logistics. Details include securing the podium and microphone system, banners/flags/noisemakers used during the rally, as well as developing and securing the speakers who may represent a wide variety of early learning interests and/or targeted perspectives in order to support our overall message and “ask” for the day.

### **Legislator Meet and Greets**

The work of this committee will be to develop and organize opportunities for legislators, staff and elected officials to connect with and develop relationships with early learning providers in their community. Providers may host elected official(s) for a breakfast, invite members of the General Assembly to observe learning environments, read books to children, or think of additional creative ways to encourage education, participation and inclusion for a goal of year-round engagement and dialogue between providers and elected officials.

### **Giveaway**

Each year, a small token of appreciation is provided to members of the Delaware General Assembly and Administration to thank them for their support of quality early learning. The work of this subcommittee involves developing an understanding of what has been historically provided in the past, researching potential giveaway items for 2017, developing consensus for the giveaway item selected, and ownership for logistical details of creating and distributing the giveaway.

*All committees are asked to accomplish work outside of regularly occurring advocacy day planning meetings - either via email communication, in person meetings, or via teleconference or videoconference.*

*A representative of each committee is asked to attend each advocacy day planning meeting to report out on the progress of planning and/or barriers encountered. Monthly advocacy day planning meetings are held the first Wednesday of each month, 9:30-11:00 AM at Del Tech Dover, Education and Training Building, room 716.*

*If you are interested in becoming involved, please contact DAEYC Executive Director, Dr. Michelle Shaivitz at [mshaivitz@daeyc.org](mailto:mshaivitz@daeyc.org) or DAEYC Board Member Mollie Poland at [molliepoland@gmail.com](mailto:molliepoland@gmail.com).*